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Sep 23, 2003

US-PAT-NO: 6625581

DOCUMENT-IDENTIFIER: US 6625581 B1

TITLE: METHOD OF AND SYSTEM FOR ENABLING THE ACCESS OF CONSUMER PRODUCT RELATED INFORMATION AND THE PURCHASE OF CONSUMER PRODUCTS AT POINTS OF CONSUMER PRESENCE ON THE WORLD WIDE WEB (WWW) AT WHICH CONSUMER PRODUCT INFORMATION REQUEST (CPIR) ENABLING SERVLET TAGS ARE EMBEDDED WITHIN HTML-ENCODED DOCUMENTS

DATE-ISSUED: September 23, 2003

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Perkowski; Thomas J.	Darien	CT		

## ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
IPF, Inc.	Stamford	CT			02

APPL-NO: 09/ 447121 [PALM]  
DATE FILED: November 22, 1999

## PARENT-CASE:

RELATED CASES This Application is a Continuation-in-Part of Application 09/441,973 filed Nov. 17, 1999; which is a Continuation-in-Part of application Ser. No. 09/284,917 filed Jun. 25, 1999 which was entered into the U.S. on Apr. 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed Oct. 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of the following U.S. applications: Ser. No. 08/736,798 filed Oct. 25, 1996, now U.S. Pat. No. 5,918,214; Ser. No. 08/752,136 filed Nov. 19, 1996, now U.S. Pat. No. 6,064,979; Ser. No. 08/826,120 filed Mar. 27, 1997; U.S. Pat. No. 08/854,877 filed May 12, 1997, now U.S. Pat. No. 5,950,173; Ser. No. 08/871,815 filed Jun. 9, 1997, now abandoned; and U.S. Ser. No. 08/936,375 filed Sep. 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

## FOREIGN-APPL-PRIORITY-DATA:

COUNTRY	APPL-NO	APPL-DATE
JP	6-107574	April 22, 1994
FR	96 12524	October 6, 1996

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27; 705/26, 705/14, 709/200, 709/245  
US-CL-CURRENT: 705/27; 705/14, 705/26, 709/200, 709/245

FIELD-OF-SEARCH: 705/26, 705/27

PRIOR-ART-DISCLOSED:

## U.S. PATENT DOCUMENTS

Search Selected

Search ALL

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ART-UNIT: 3625

PRIMARY-EXAMINER: Coggins; Wynn W.

ASSISTANT-EXAMINER: Fadok; Mark

ATTY-AGENT-FIRM: Perkowski, Esq., PC; Thomas J.

## ABSTRACT:

Method of and system for delivering consumer product related information to consumers over the Internet. The system and method involves creating an UPN-encoded Consumer Product Information (CPIR) enabling Applet for each consumer product registered within a manufacturer-managed UPN/URL database management system. Each CPIR-enabling Applet is encapsulated within an executable file and then stored in the UPN/URL database management system. Each CPIR-enabling Applet is searchable and downloadable by, for example, (1) retailers purchasing products from an

electronic-commerce enabled product catalog, (2) advertisers desiring to link consumer product information to Web-based product advertisements, or (3) anyone having a legitimate purpose of disseminating such information within the stream of electronic commerce. After downloading and extraction from its encapsulating file, the CPIR-enabling Applet is embedded within an HTML-encoded document associated with, for example, an EC-enabled store, on-line auction site, product advertisement, Internet search engine or directory, and the like. Upon encountering such an Applet-encoded HTML document on the WWW, the consumer need only perform a single mouse-clicking operation to automatically execute the underlying CPIR-enabling Applet (on either the client or server side of the network), causing a UPN-directed search to be performed against the manufacturer-defined UPN/URL Database, and the results thereof displayed in an independent Java GUI, without disturbing the consumer's point of presence on the WWW. Preferably, the CPIR-enabling Applets are realized using Java.TM. technology, although it is understood that alternative technologies can be used to practice the system and methods of the present invention.

28 Claims, 78 Drawing figures